

WINK+



What is WINK+



Wholly supported by Stellar Ace's in-house operations, marketing, web and app development teams, WINK+ is a first-of-its-kind, commuter centric, Customer Relationship Management (CRM) programme in Singapore.

It is a rewards based loyalty program for Consumers, and an opportunity for Advertisers and Merchants to close the consumer engagement gap by integrating offline and online campaigns with in-built tracking of key metrics.

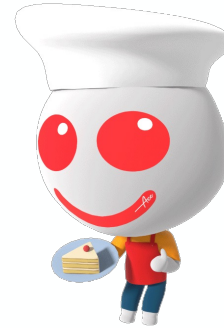


WINK+ Digital Influencers



Cashie Greeny

- Opportunist, Enthusiastic, Adventurous
- Grabs hold of any ideas to earn big bucks
- Wealthy, but has a big heart
- Willing to share his earnings



Chef Reddy

- Very friendly and passionate about treats
- A food critic always on the search for new F&B
- Will only recommend legitimately good treats to you.
- Enjoys cooking and getting people to try what he cooks
- Willing to sharing treats



Shopper Pinky

- Chic and up-to-date on the latest trends
- Loves shopping and trying new things
- Hunts for bargains all the time
- Very friendly if you share similar interests
- Will share all her bargains



Gamer Bluey

- Very quiet and shy but talks a lot when it comes to his favorite games
- Loves being cooped up in his little Gamer haven
- Goes out for gaming opportunities outside
- Hates boring stuff, only wants to have fun

The WINK+ Ecosystem

STELLAR *Ace*



Commercial Terms (Exclusively for Stellar Lifestyle Retail Tenants)



Complimentary WINK+ Merchant

*Enjoy one-year of
complimentary onboarding
as a WINK+ Merchant*



0% Agent Commission

*Enjoy 100% of total
redemption value redeemed
by WINK+ Subscribers*

*Total value reimbursed
back to Merchant*



230k WINK+ Community

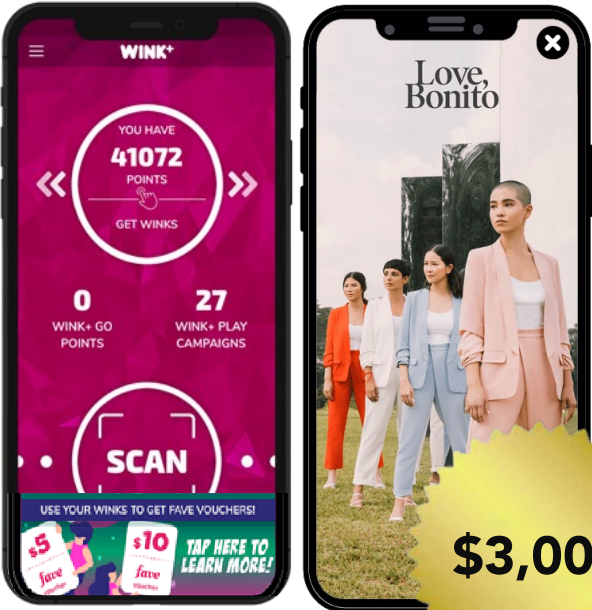
*Enjoy brand outreach to a
community of 230,000
WINK+ Users*

*New Merchant advertising
entitlement for 2 weeks*

WINK+ New Merchant Comms & Entitlements (Available for 2 Weeks)



Full page banner x 1
Catfish Banner x 1
to 220,000 users
(2-week Duration)



\$3,000

In App Notification x 1
to 220,000 Users

MySimpleTermPlan - Affordable
Sign up online for MySimpleTermPlan
Aviva. The life insurance that gives you
coverage at affordable prices and answers to
few health questions & you

\$10,200

Inclusion of logo on Website

WINK+ Merchants

BBQ express, Smile floral, AVANT-GARDE ART SPACE

winkwink.sg

Join us as a WINK+ merchant now

Shoutout on Instagram and
Facebook using Digital Avatars

Single video post (15s), boosted

Appropriate Avatars to represent
respective merchant

\$2,700



Gamer Bluey, Chef Reddy, Shopper Pinky, Cashie Greeny

Total Value
\$15,900

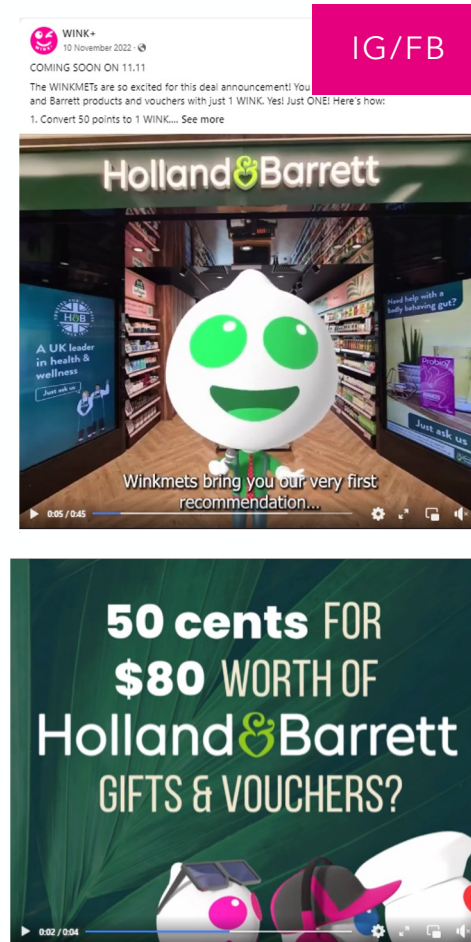
Holland and Barrett Communications



WHAT IS THIS CAMPAIGN ABOUT?

Promoting redemptions of \$80 worth of products and vouchers at various H&B branch outlets.

Every 2 weeks, a different WINKmet would appear on OOH and digital media to promote different branches, and different products.



IG/FB

HDB lobbies

iViews



Lendlease malls



Full page banners

Holland and Barrett Results



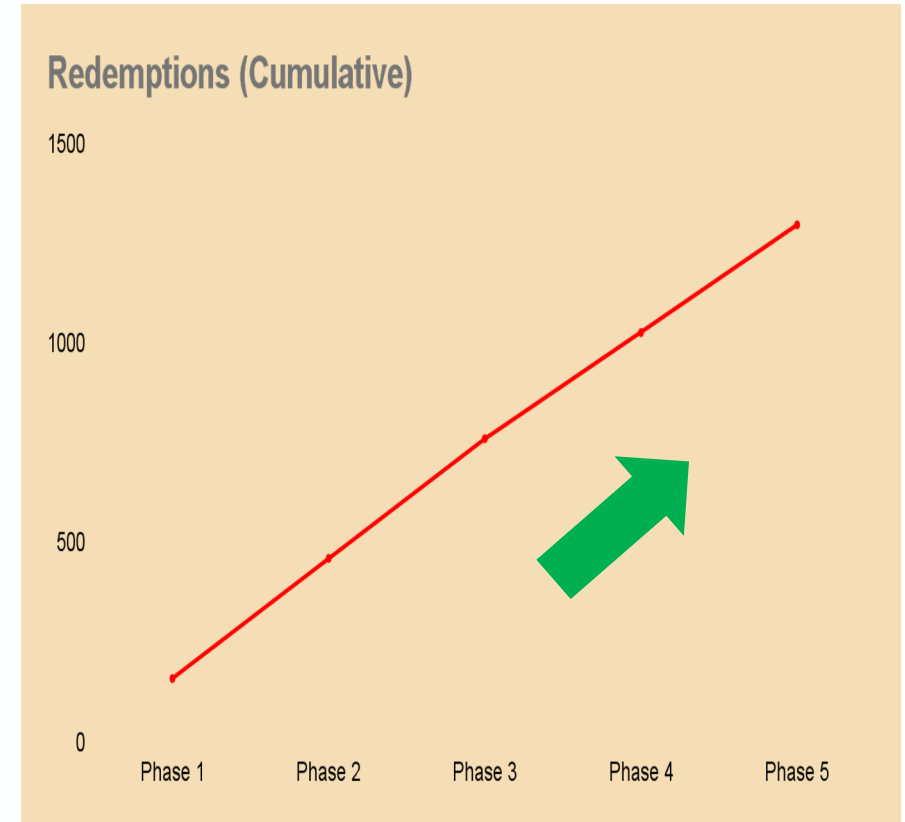
A total of 1,300 redemptions



Reached 87,978 people



6,270 engagements



Why WINK+ is perfect for your business



Our app accommodates **to all kinds of Merchants; Food & Beverage, E-commerce platforms, Gift & Rewards, Convenience Stores and Pharmaceutical Stores**

Being a merchant taps onto our large database of 220,000 followers and brings traffic to your business!

Source: WINK+ Google Analytics | Admin Portal – As of May 2022



Summary

STELLAR Ace



Join the bandwagon of brands who are currently onboard with us!



1 Attract New Customers
Drive store footfall through WINK+ customer redemptions

2 Get More Spend
Generate increased spend at stores

3 Increase Awareness
Build greater awareness amongst consumers through online-offline engagement